

What is Claimed is:

1. An aqueous foamable, antimicrobial liquid cleansing formulation comprising:
an antimicrobial agent having a phenol moiety; and
a foam boosting surfactant wherein the viscosity of the formulation is less than about 50 centipoise at 24° C.
2. The formulation of claim 1 wherein the antimicrobial agent is selected from the group consisting of triclosan and para-chlorometa-xlenol.
3. The formulation of claim 1 wherein the foam boosting surfactant is a C₈ – C₁₈ acyl isethionate.
4. The formulation of claim 3 wherein the foam boosting surfactant is ammonium cocoyl isethionate.
5. The formulation of claim 1 wherein the foam boosting surfactant is between about 5% by weight and about 20% by weight of the formulation.
6. The formulation of claim 5 wherein the foam boosting surfactant is a C₈ – C₁₈ acyl isethionate.
7. The formulation of claim 6 wherein the foam boosting surfactant is ammonium cocoyl isethionate.